

## **ABSTRACT**

An electronic offer management system and method thereof is disclosed. In particular, the system comprises means for receiving information related to a plurality of offers distributed by a plurality of different offer distributors to customer for redemption at plurality of stores, means for automatically routing the information related to an offer to a point-of-sale system of each store in which the offer can be redeemed, and means for automatically clearing the offers redeemed by the customer at the stores. The system further comprises means for automatically reconciling financial obligations associated with each cleared offer, as well means for dynamically profiling customers so that improved offer targeting can be achieved.